



# Sophie Smith

Freelancer

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↳ [Resume.io](#), [Resume Viking](#)

## Place of birth

San Antonio

## Driving license

Full

## Skills

Content Curation

Digital Marketing

Social Media

Business Administration

Client Management

## Languages

English

German

## Profile

*ASJA Journalist and Writer with 6+ years of experience, seeking to write high-ranking, high-traffic articles for Comcast. Current clients include Costco, Adobe, and Lowes. Regular contributor to Boys' Life and Scouting magazines. Have written 2000+ published, high-ranking, high-traffic articles since 2013. Built traffic for a money blog to 850,000 in 24 months and career blog to 3.6M.*

## Employment History

### Freelancer, Pepsi, Omīdiyeh

January 2020 — January 2021

*Responsible for developing relevant and engaging content based on new destinations as assigned and pitched by three advertising departments one marketing department*

- Provided media such as original photography and sourced images to accompany copies.
- Worked with the Editor to generate ideas for new content topics.
- Met regular submission deadlines and work on multiple projects simultaneously
- Developed an accurate knowledge of Cleveland's bars, food, nightlife, and event scene.

### Freelancer, Coca-Cola, Hollywood

May 2017 — December 2019

*Partnered with local factories and overseas office PD / TD counterparts to resolve any current or potential issues relating to fit or construction.*

- Attended design meetings to review all OS garments and provide technical comments to streamline development.
- Attended all first prototype fittings and sent clear, detailed comments to the factory for improved specs and construction.
- Participated in the initial design / TP handoff to the factory for the development of prototypes and samples.
- Ensured grade sheets were correct for style at bulk.
- Prepared garments for fitting. Measured all samples and reviewed construction details for discrepancies.

## **Education**

**Bachelor of Business Administration,, University of West Texas, Austin**

January 2021 – January 2021

**Bachelor of Arts in Marketing, Harvard, Reston**

January 2019 – December 2019

**Professional Certified Marketer, Digital Marketing Association, Calbayog City**

January 2021 – January 2021

## **Achievements**

- Served as a key writer in a team of 4 that grew traffic from 1.5M to 4M per month.
- Wrote hundreds of career articles with Google rank of #1 to #4.
- Commended eight times by management for excellent content writing and SEO.
- Commended by Editor on my excellent professionalism.
- Landed 350+ backlinks from external sites with high domain authority.
- Receive 15+ user emails per week thanking me for my helpful articles.